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THE MIRREN SUMMIT ON
MEDIA INNOVATION
SEPTEMBER 13-14



PRE-DAY						
Time	Session	Speaker (LinkedIn Profile)	Twitter Handle	Role	Organization	Twitter Handle
14:00	Advanced Techniques to Better Address Client Impact & Convert More Business	Brent Hodgins		Managing Partner	Mirren Sales Training	@MirrenBizDev
14:00	Advanced Techniques to Better Address Client Impact & Convert More Business	Jerry May		Client Services Director	Mirren Sales Training	

PILLAR ONE: SELL MORE TO CLIENTS						
Time	Session	Speaker (LinkedIn Profile)	Twitter Handle	Role	Organization	Twitter Handle
8:30	The Three Client Trends Defining Media Selection: Make or Break Your Next 18 Months	Brent Hodgins		Managing Partner	Mirren Sales Training	@MirrenBizDev
10:00	Harvard Business Review Client Panel: The Business Opportunities for Media Ad Sales	Anthony Martinez	@amartinez08	Communications Planning & Content Marketing Strategist	Coca-Cola	@cocacolaco
10:00	Harvard Business Review Client Panel: The Business Opportunities for Media Ad Sales	Steve Jett		National Marketing	Lexus/Toyota	@lexus
10:00	Harvard Business Review Client Panel: The Business Opportunities for Media Ad Sales	Stephanie Retcho	@ZoofRetcho	Senior Vice President, Marketing	KAYAK.com	@kayak
10:00	Harvard Business Review Client Panel: The Business Opportunities for Media Ad Sales	Amy Bernstein	@asbernstein2185	Editor	Harvard Business Review	@harvardbiz
11:15	Working Around the Agency: Securing More Business Directly from the Client	Bob Bejan		General Manager for Global Communications Strategy	Microsoft	@microsoft

PILLAR TWO: SELL MORE TO AGENCIES						
Time	Session	Speaker (LinkedIn Profile)	Twitter Handle	Role	Organization	Twitter Handle
13:15	Getting More Business From Your Accounts: Using Insights to Open Doors	Brent Hodgins		Managing Partner	Mirren Sales Training	@MirrenBizDev
14:30	Create More Effective Written Proposals	Lisa Colantuono	@AARLisa	Co-president	AAR Partners	@aarparkers
14:30	Panel Discussion: Getting On Our Radar, Getting In the Door	Sean Tate		Planning Director	Omnicom Media Group	@omnicom
14:30	Panel Discussion: Getting On Our Radar, Getting In the Door	Greg James		Chief Strategy and Development Officer	Havas Media	@havasgroup
14:30	Panel Discussion: Getting On Our Radar, Getting In the Door	Aniko Keresztes		Director	Starcom	@starcom_usa
14:30	Panel Discussion: Getting On Our Radar, Getting In the Door	Brad Bernard		Vice President, Digital Strategy and Innovation	Harmelin Media	@harmelinmedia
14:30	Panel Discussion: Getting On Our Radar, Getting In the Door	Tim Scholler		Managing Director, Communications Planning	Mindshare	@mindshare
15:45	Panel Discussion: What Our Clients Want from Media Ad Sales	Joe Maglio		Managing Director, Communications Planning	Havas Media	@havasgroup
15:45	Panel Discussion: What Our Clients Want from Media Ad Sales	Seth Kelly	@sethkelly	Creative Director, Native Content	IPG Mediabrands / Society	@ipgmediabrands
15:45	Panel Discussion: What Our Clients Want from Media Ad Sales	Justin Claassen	@jpccloud	Group Account Director	MediaCom	@mediacomUS
15:45	Panel Discussion: What Our Clients Want from Media Ad Sales	Molly Sugarman	@mosugs	Vice President, Managing Director at Treehouse	Horizon Media	@horizonmediainc
15:45	Panel Discussion: What Our Clients Want from Media Ad Sales	James Reynolds		Partner, Senior Digital Director, Performance Marketing	MEC	@mec
16:45	The Live Pitch Competition: Ad Sales Teams Pitch the Media Agencies	Jonathan Vu	@jonathanvu	Executive Director of Strategy	IPG Mediabrands / Society	@ipgmediabrands
16:45	The Live Pitch Competition: Ad Sales Teams Pitch the Media Agencies	Daniel Jeydel		Associate Director	Neo@Ogilvy	@neo_ogilvy
16:45	The Live Pitch Competition: Ad Sales Teams Pitch the Media Agencies	Ali Plonchak		Managing Director, Digital Strategy & Integration	Crossmedia	@crossmediany
16:45	The Live Pitch Competition: Ad Sales Teams Pitch the Media Agencies	Nelson Pinero		Senior Digital Director, Partner	GroupM	@groupmworldwide

PILLAR THREE: MEDIA INNOVATION						
Time	Session	Speaker (LinkedIn Profile)	Twitter Handle	Role	Organization	Twitter Handle
8:30	Innovation in Advertising: A Discussion with Tech Innovators	Erik Geisler		Director, US Agency Team	Facebook	@facebook
8:30	Innovation in Advertising: A Discussion with Tech Innovators	Arben Perkolaj		Media & Entertainment	Twitter	@twitter
8:30	Innovation in Advertising: A Discussion with Tech Innovators	Geoffrey Colon	@digeoffe	Senior Product Marketing Manager, Emerging Media	Microsoft	@microsoft
8:30	Innovation in Advertising: A Discussion with Tech Innovators	Patrick McKenna	@vpatmck	CEO	Strike Social	@strikesocial
8:30	Innovation in Advertising: A Discussion with Tech Innovators	Eric Alt	@eric_alt	Editor	Fast Company	@fastcompany
10:00	Unleashing Your Sales Potential Through Improvisation	Tamara Nolte		Performer/Instructor	The Second City	@secondcityworks
10:00	Unleashing Your Sales Potential Through Improvisation	Kate James		Performer/Instructor	The Second City	@secondcityworks
11:15	Selling the Next Generation of Media	Baba Shetty	@babashetty	CEO	Invisible Science	@invscience
11:15	Media Ad Sales Panel: The Trends Ahead	Bill Kelly		Business Development Director, Professional Services Americas Region	The Economist Group	@econamericas
11:15	Media Ad Sales Panel: The Trends Ahead	Mitchell Caplan	@mccaplanNY	Global Chief Marketing Officer	IBT Media	@ibtmedia
11:15	Media Ad Sales Panel: The Trends Ahead	Adam Gaynor	@asgaynor01	Vice President, Media Sales and Analytics	DISH Media Sales	@dishmediasales
11:15	Media Ad Sales Panel: The Trends Ahead	Bob Bejan		General Manager for Global Communications Strategy	Microsoft	@microsoft

PILLAR FOUR: SELLING TOOLS						
Time	Session	Speaker (LinkedIn Profile)	Twitter Handle	Role	Organization	Twitter Handle
13:15	Salesforce: An In-depth Look at Mastering this Key Sales Tool	Steve Sobel		Global Lead and Director of Media Industry Solutions	Salesforce	@salesforce
13:15	Your Brainstorming Tool Kit: Bigger Pitch Ideas On Tight Timelines	Jerry May		Client Services Director	Mirren Sales Training	
14:30	Media Ad Sales: The New Selling Tools	Dave Currie	@NewBizDingo	President	Winmo	@winmo
15:30	Mastering Media Ad Sales: The Three Conversion Mechanisms You Must Now Master	Brent Hodgins		Managing Partner	Mirren Sales Training	@MirrenBizDev